



**CENTRALINA**  
REGIONAL COUNCIL

# Regional AI Working Group Meeting #2

March 14, 2024

# Working Group Purpose

- Discuss generative AI issues, applications and concerns
- Identify opportunities to build local knowledge
- Develop template for a Generative AI Usage Policy and preparation guide

# Today's Session

## Discussion Agenda

- Meeting 1 Recap
- Usage Policy: Dive Deeper Topics
- Next Steps / What else will be helpful?

Getting Started

# Introductions

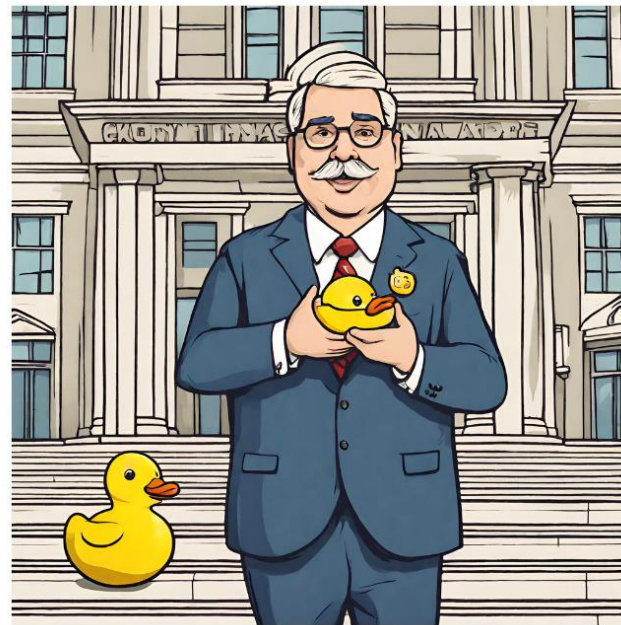


*AI generated image: Canva.com  
Prompt: virtual meeting participants with cats*

# Meeting 1 Recap

Generative artificial intelligence (AI) describes algorithms that can be used to **create new content**.

- Written Content Creation & Adaptation
- Developing Visual and Audio Content
- Research
- Software & Coding
- Language, speech, translation
- And More!



*AI generated image: Canva.com  
Prompt: cartoon style mayor at city hall  
holding a rubber ducky*

# Generative AI Benefits

- **Enhance Productivity and Augmentation**
  - Drafting
  - Communication and marketing
  - Research
- **Reduction of Costs**
  - Workflow automation
- **Enhanced Customer Service and Engagement**
  - Chat bots
  - Analyzing input
  - Employee engagement
- **Data Informed Decision Making**
  - Large volume data analysis

# Risk Factors

- **Transparency**
  - What's in the algorithm?
  - How is gen AI being used?
- **Accuracy**
  - Limitations of certain tools
  - “junk in, junk out”
- **Intellectual Property & Copyright**
  - Hard to determine original sources in the model
- **Cybersecurity & Fraud**
  - Deep fakes
- **Confidential Data & PII**
- **Public Information**
  - Prompts /queries and outputs
- **Individual/personal accounts**
- **Bias** – if input data has bias, then output data is at risk of replicating that bias

# AI Usage Policies Case Studies

Emerging Practice

- **City of Boston (May 2023)**
  - “Interim Guidelines for Using Generative AI”
- **City of San Jose (Sept. 2023)**
  - “Generative AI Guidelines”
- **City of Seattle (Nov 2023)**
  - “Generative Artificial Intelligence Policy”
- **City of Tempe (May 2023)**
  - “Ethical Artificial Intelligence Policy”
- **New York City (Oct 2023)**
  - “Artificial Intelligence Action Plan”



# Common Elements

In Generative AI Use Policies



AI Definitions



Policy Statement



AI Guiding Principles



Governance



Citation & Records Management



Meeting #2

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# Usage Policy Deeper Dive

# Deeper Dive Elements

Today's Content

- Utilization Goals: *What are you using AI for?*
- AI Acquisition & Governance: *What degree of control over AI acquisition?*
- Policy development process options: *Who needs to be at the table?*

# AI Utilization Goals?

- **Allow employee access to tools that support individual productivity**
  - “Ready to Launch” tools and apps – readily accessible Gen AI resources
  - Free resources that don’t require an enterprise account
  - Examples:
    - ChatGPT 3.5 (Free)
    - Gemini/Bard (Google), Clara (digital assistant), Reclaim (scheduling), Fireflies (meeting note taker)



# AI Utilization Goals?

- **Increase organizational productivity through enterprise level solutions**
  - Paid or Enterprise level “Ready to Launch” tools and apps
  - Subscriptions for individuals, groups or organizations
    - ChatGPT 4.0 (paid)
    - Otter.ai (meeting bot), Jasper (digital marketing)
    - Add-on AI extensions within existing software/apps (i.e. Microsoft Co-Pilot, Zoom AI features)



# AI Utilization Goals?

- **Build or customize AI models for specific organizational purposes**
  - Unique AI models developed to solve specific challenges or carry out specific tasks, i.e. Chat Bot for your zoning code or data analysis tasks
  - Requires subject matter expertise to build or customize the model
  - Readily available model development services examples:
    - Open AI
    - Microsoft Azure
    - Google



# AI Utilization: Case Studies



**City of Tempe & City of Seattle –  
*consistency of use and clarity of purpose***

**City of San Jose & City of Boston –  
*encourages experimentation, individual  
productivity***

## Discussion

**What do you want to use AI for in your local government?**



*AI generated image: Canva.com  
Prompt: Picasso style four birds having a conversation*



# AI Acquisition: Areas of Concern

- **Individual Productivity: Allow employee access to tools that support individual productivity**
  - Knowledge of use, adherence to policy
  - Use of personal accounts and availability of information
- **Organizational Productivity: Increase organizational productivity through enterprise level solutions**
  - + Procurement and cost
- **Organizational Problem Solving: Build or customize AI models for specific organizational purposes**
  - + Use of data in training models

# AI Acquisition

Individual  
Productivity

Organizational  
Productivity

Organizational  
Problem  
Solving

**City of Tempe & City of Seattle: Organizational control-** All staff must use preapproved generative AI software. Non-approved software requires review and approval.

**City of San Jose & City of Boston: Personal responsibility-** “Users should be open to responsibly incorporating Generative AI into their work where it can make services better, more just, and more efficient”

# Governance Spectrum

Personal Responsibility-----Organizational Control



## City of Boston

- Policy
- Resources
- Dos & Don't

## City of San Jose

- Policy
- All AI usage is logged in an online form

## City of Tempe

- Policy
- Dept. goals established
- Usage requests evaluated by Committee

## City of Seattle

- Policy
- Use of pre-approved software list

## City of Seattle

- Policy
- New software requests

# Governance: Case Studies

## City of San Jose

- Requirement of a case-by-case log of AI Usage (No formal approval required)
- [Generative AI form \(office.com\)](#)

## City of Tempe

- Detailed application per department outlining the problem to address, how, when, why, etc.
- Technology and Innovation Steering Committee approves all usage.

# Discussion

Where do you want/need your organization to be on the governance spectrum?



# Policy Development Process

IT Dept. Led

Working Group  
w/ Internal  
Stakeholders

Working Group  
w/Internal &  
External  
Stakeholders

Consultants or  
Advisory  
Services

## Variations

- Level of formal or informal expert consultation
- Level of all-employee engagement and education

# Policy Development Process

## Key Questions

- What AI expertise and knowledge exists within your organization?
- Are there resources or experts externally that can fill gaps?
- How valuable would engaging your user groups be to your policy development process?
- What is your current practice for policy development and the involvement of employees or external stakeholders? Is AI the exception to your current practice?

# Policy Template & Guidebook

Proposal for Discussion

- Policy template outline
- Key questions for consideration:
  - AI Utilization
  - Governance Approaches
  - Guiding Principles
  - Other good practice from case studies
- Options for policy development process & keys to success
- Policy Content
  - Working Group Discussions
  - Sample Language



Discussion

**What other information  
would be helpful?**



*AI generated image: Canva.com  
Prompt: frog as judge*

# Thank You

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